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**FOOD STAMP  
PROGRAM**



U. S. DEPARTMENT OF AGRICULTURE

# **FOOD GUIDE**

**SEPTEMBER 1963**

**FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS**

**Turkeys**

**Grapes**

**Late Summer Vegetables**

**Margarine**

**Canned Tuna**

**Cereals**

**Nonfat Dry Milk**

**The FOOD GUIDE lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.**

**A special service for FOOD DISTRIBUTORS**

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

## FOR FOOD STAMP PROGRAM AREAS

### TURKEYS

SUPPLY: The September 1962 farm price was 21.3 cents per pound. September 1963 marketings are expected to be about the same as last September.

MERCHANDISING HINTS: Show customers a new turkey line-up. Use real "business moxie" and careful planning to make display case a visual shopping list for full-course turkey meals. You can "Ring Dinner Bells" loud and clear with a little added display chatter, good signwork and big bold "come on" price tags.

Fill-in item sales-mates brighten selling point and spark turkey sales. So set case layout to include appropriate fresh vegetables, olives, "stuffin' fixin's" and the like. Feature a good assortment of birds--sizes that fit all

family needs. Make sure your offerings are neatly wrapped--dressed-up and ready-to-go.

For Labor Day weekend, spotlight barbecuing broiler-roaster size birds. Tie in ready-made Bar-B-Que sauces and other turkey meal accessories, on the spot, to make sales climb. Then go to change of pace selling--plug family size "heavy weights" the balance of the month.

Remember, "A Word To The Wives Is Sufficient". With good display point "talkers", inform the stamp coupon homemaker turkeys are true "meal-stretchers" and the "economical meat buy". "Talk turkey" in ad spreads--and on front windows, too.

### GRAPES

SUPPLY: The California grape crop is forecast at 3,250,000 tons, the largest of record.

MERCHANDISING HINTS: This is real grape profit-picking season--and the excellent quality of the fruit moving to markets will encourage extra heavy purchases from the consumer trade. A real seasonal reception is in the making, you can be sure--for popular Thompson Seedless, Tokay's and other grape varieties, too.

Specialize your grape merchandising in September--using table type display at a "hot corner" to attract trade. Build and decorate to give sales point a true "grape arbor" look. An overhead store-made trellis is easy to construct, and banana stalks, etc., can be used as "vines" to tack bunch "show" grapes on. Spot a few lunch boxes around--even

wooden fruit bowls filled with grapes offer suggestion hints. A jumbo price tag should complete the display preparation chore.

Today, about 30 percent of grapes are prepackaged. This is the profit-making way to merchandise, too, since offerings don't shatter and there's less customer sampling. Boating is the top prepack way. However, some grocers go for tray overwraps. If you plan to explore the latter method, be sure packaging has ventilation--allow grapes to breathe.

When bulk displays are used, you might sell straight from lugs. Or if you prefer to sell 'em loose in a mass, don't tier bunches over 2 or 3 high--and don't load display down with over a day's supply. Work for the full profit potential. Advertise grapes well.



SEPTEMBER 1963

# FOOD BUYS

For USDA Food Coupon Users  
and All Budget Minded Shoppers

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## DAILY FOOD GUIDE

### MILK GROUP

*Some milk for everyone*

Nonfat Dry Milk

### MEAT GROUP

*2 or more servings*

Canned Tuna (in oil)  
Turkeys

### FRUIT AND VEGETABLE GROUP

*4 or more servings*

Late Summer Vegetables  
Grapes

### BREAD AND CEREAL GROUP

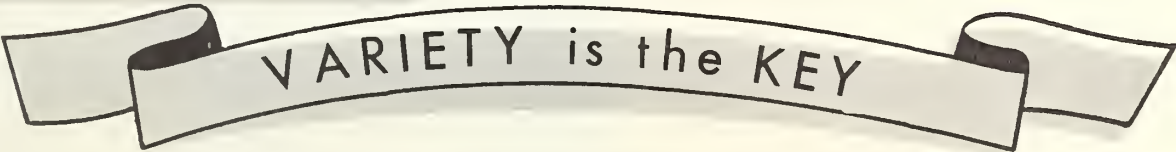
*4 or more servings*

Cereals

### OTHER FOODS

*As needed*

Margarine



VARIETY is the KEY



## LATE SUMMER VEGETABLES

SUPPLY: Fresh vegetables in wide variety should be available from market gardens near consuming centers, as well as from distant commercial shipping areas.

MERCHANDISING HINTS: Bring the FRESH approach to the entire vegetable line. Variety plus rainbow-effect color merchandising prompts both regular and impulse sales.

Abundant in most markets will be such family-pleasing vegetable items as tomatoes, sweet corn, lima beans, snap beans, cabbage, onions and beets. With careful planning, these items, along with numerous other seasonal vitamin and mineral filled vegetables can be easily bin-positioned to get full color effects. Stand back and grade yourself on produce department layout when the job is done. If you're

sold--chances are customers will be, too.

This is the ideal time to fit canning supplies into your fresh vegetable promotion plan--will reduce big carry-over stocks of this equipment, too. The time is ripe to flank your produce section ends with stacks of jars, lids, etc. Inform shoppers the fresh vegetable season, for many items, will soon come to an end. Good traffic-stopping displays and well-placed talking signs will accelerate vegetable home canning sales.

Alternate your vegetable item specials--using fast turnover, good margin items for the "draw"--in ads and in-store, too.

## MARGARINE

MERCHANDISING HINTS: Here's another top-notch item to plug during the big BETTER BREAKFAST MONTH drive.

Tie-in merchandising techniques are now a "must". Central display location should be well spotlighted with sales pieces that attract the eye--and plugged with competitive and inducement pricing, too.

Provided you're set up to use a mobile refrigerated unit to feature a mass display of margarine at the baking ingredient department, ask your distributor to furnish you "dummy" margarine packaging to spread around at this and other related item sales points--with pancake, waffle and biscuit mixes, too. And remember the spud pile, bakery section, oatmeal and a wide variety of other cereal items offer sales opportunities galore.

## CANNED TUNA

SUPPLY: Plentiful supplies of good-eating tuna will be available in September and for the months ahead.

MERCHANDISING HINTS: Extra heavy consumer-reaching advertising, coupled with "yours-for-the-asking", pre-tested sales boosting P-O-P material, should encourage grocers to gear their merchandising to placements of extra large profit-making displays.

While sales are booming, promote canned tuna together with natural "Sell-Mates"--protein-rich breads, salad dressings, macaroni, cheese and select salad fixing ingredients. A well-organized "combo" display built around an extra large "jumble" of tuna and offset with related

items will reel trade in. Display selling theme--BACK-TO-SCHOOL STOCK-UP TIME.

In addition to a central combination display, canned tuna "six-packs" spotted with go-together items--and perhaps at the school supplies section, will make a trade hit. Parchment "backboard" material is easily made up to hold a handy six-pack deal. This type special NETS big volume and promotes extra profits, too.

Keep shelf stocks loaded--and use canned tuna as cut-ins at "slower mover" item spots. Be sure you trigger quantity tuna movements with multi-can pricing at every possible selling point. Then, you'll need a front store window sign to lure shoppers in-store, too.

## CEREALS

**MERCHANDISING HINTS:** Countless cereal manufacturers will place heavy promotional emphasis on their products during the BETTER BREAKFAST MONTH. Superb P-O-P material and "special deals" will be offered to help you to build sales and profits, too.

Get entire cereal department set for the big BETTER BREAKFAST MONTH event. Promotion banners and colorful cereal bowl picture posters will give stocking points atmosphere. Stress BACK-TO-SCHOOL SPECIALS with spot advertising and inviting price tags.

Along with well-organized cereal department shelf stocks, plan a good size mixed display of cereals near the dairy section. Alternate cereal types and varieties weekly throughout the month. Appropriate fruit items shown on tables alongside cereal floor display will tantalize appetites.

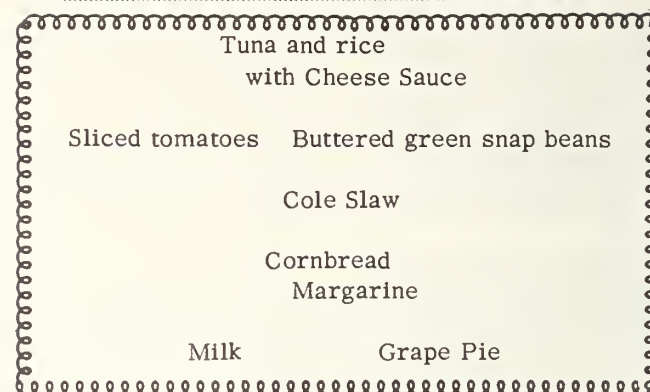
Spot a few packages of assorted cereals near fast-moving breakfast meat items, honey supplies--and at other tie-in sales spots as a reminder to shoppers not to forget. Food coupon users and other shoppers need energy-building breakfasts, so help them start the day off right--the bowl of cereal way.

## NONFAT DRY MILK

**MERCHANDISING HINTS:** This "thrifty" all-purpose milk buy is especially attractive to stamp coupon shoppers and budget-minded trade.

Gear merchandising for a two-way sales approach. In addition to stocked-to-capacity shelf stocks, feature nonfat dry milk "up-front" this month in a special floor display. Use attractive point-of-sales pieces, along with give-away recipes and your own signwork to prime selling point for top volume sales.

## MENU OF THE MONTH



### TUNA AND RICE

2 cans tuna  
(6 1/2 or 7 ounces each)  
2 tablespoons chopped onion  
2 tablespoons margarine, melted  
2 tablespoons flour  
1-1/2 cups milk  
3/4 cup grated cheese  
3 cups cooked rice  
Cheese sauce

Drain tuna. Break into large pieces. Cook onion in butter until tender. Blend in flour. Add milk gradually and cook until thick, stirring constantly. Add cheese and heat until cheese melts. Stir in tuna; heat. Serve over cooked rice. Top with Cheese Sauce.

### CHEESE SAUCE

2 cups grated cheese  
1/3 cup milk  
6 drops hot pepper sauce  
1/4 teaspoon prepared mustard

Melt cheese over hot water. Add milk gradually, stirring constantly until sauce is smooth. Add hot pepper sauce and mustard; blend well. Serves 6.